IN THE SPECIFICATION

Please amend the written specification as follows wherein added text is indicated with ~~underlining~~ and deleted text is indicated with ~~strikethrough~~ or [[double brackets]]:

Please replace paragraph [0039] as follows:

[0039] In one embodiment, interactive content is preserved through the placement of interactive content codes 300 in VBI regions that are preserved by the broadcast facility. FIG. 4 is an ~~alternate~~ alternative block diagram of a broadcast facility 428 in accordance with this embodiment of the present invention. In this embodiment, the video having embedded interactive content 201 is input to format conversion equipment 404 of a broadcast facility 428. The format conversion equipment 404 converts the video into a format compatible with the broadcast facility's video stream generator 212. As different broadcast facilities use different format conversion equipment 404, the interactive content preparer typically prepares video in a single format and allows the broadcast facility to convert the video into the appropriate format. However, format conversion equipment 404 often strips or deletes vertical blanking intervals from a video 400, thereby unintentionally removing interactive content. Additionally, some broadcast facilities broadcast digital signals. In this example, if the video source is analog, then the broadcast facility must convert the analog signal into a digital signal. This process also may strip or delete the VBI or certain VBI lines. Thus, in an embodiment in which interactive content is stored in the VBI (or VBI line), the interactivity may be deleted at this point in the video transmission process. Additionally, the video stream generation equipment 212 may also delete or remove interactive content or codes stored in the VBI. If interactivity is deleted at either of these points, the interactive content code detector 204 will be unable to detect the interactive content code 300.

Please replace paragraph [0040] as follows:

[0040] In accordance with the present invention, an interactive content code 300 is placed the closed caption VBI line, e.g., line 21. As mentioned above, the closed caption line 21 is traditionally preserved throughout transmission. Thus, the broadcast facilities may use special

equipment, referred to as a "bridge" (not shown), that explicitly preserves the data in the closed caption line. In this embodiment, the interactive content provider embeds the interactive content code 300 into the closed caption line of the video using a closed caption encoder 408 to create video with embedded interactivity 400. The closed caption encoder 408 is a conventional video encoding device such as the Norpak(.TM.) TES-3 or the EEG closed caption encoder, that is designed to encode data in the closed caption line. Once the interactive content code 300 is placed in the closed caption line, the broadcast facility 428 itself will ensure that the content code 300 is preserved throughout the transmission path of the broadcast facility. Thus, the interactive content code detector 204 will be able to detect the interactive content code 300 by reading the closed caption line of the signal 221, and then the interactive broadcast server 206 will be able to insert the corresponding interactive content. The interactive broadcast server 206 may also receive input from a video source database 246. Of course, the interactive content code 300 may identify an application, an embedded program or advertisement, may provide timing information 306, and may provide conditional information 308, as discussed below, to provide on-the-fly adjustments.

Please replace paragraph [0061] as follows:

[0061] If an interactive content is not present in the signal 601, either because the broadcast facility did not insert an application as discussed above or because the broadcast facility deleted or removed the interactive content, then the server 606 determines 744 if there are multiple applications in database 644 corresponding to the interactive content code 300. FIG. 8 illustrates an embodiment of database 644. Database 644 maintains interactive content and database 646 maintains video sources 201 with embedded interactivity. Either or both can be used in accordance with the present invention. The databases 644 are preferably organized by interactive content identifiers to allow the local interactive broadcast server 606 to quickly locate the information and any corresponding applications released to an interactive content. In one embodiment, the database 644 maintains a count field for each interactive content that indicates the number of different versions of an interactive content that are present in the database 644. A count of 2 indicates that an additional version of an interactive content is stored in the database 644. The server 606 locates the count field corresponding to the interactive content code being

analyzed and examines the count field to determine whether there are multiple versions of an interactive content. If there are not multiple applications, then the server 606 retrieves the corresponding interactive content and provides it to the data insertion unit 608, which inserts 704 the corresponding application into the video stream 601. The resultant embedded stream 609 is transmitted to the CPE 248 <u>via transmission facilities 620</u>.

Please replace paragraph [0062] as follows:

[0062] If an interactive content is present in the signal, the server 606 determines 732 whether the subsystem 628 has blocked the application. <u>If the subsystem 628 has not blocked the application, it is determined, at 736, whether the subsystem has appropriate bandwidth for the application.</u> In one embodiment, the local server 606 maintains a list of those applications which are blocked by the local subsystem 628 in database 644. As shown in the example of FIG. 8, these interactive content are identified in the database 644 as being blocked for transmission. Thus, in this embodiment, the local subsystem 628 has control over whether an interactive content is provided to an end user by modifying the list maintained by the server 606. This allows local subsystems 628 to control the content of their transmissions in accordance with viewership preferences, legal issues, or the like. As discussed above, the OPT field 308 specifies the type of interactive content (for example, a contest). In this embodiment, the local interactive broadcast server 608 reads the OPT field 608 and compares the OPT field 308 with local content parameters to determine the broadcast of the application is permitted. The server 606 will look up a corresponding contest field in its database to determine its status. For example, if prize awarding contests are illegal in a subsystem, a contest interactive content will be disabled. This embodiment also allows the local subsystem 628 to gain revenue by retaining a percentage of any revenue generated by a interactive content. For example, if an interactive content is a web site link at which an end user may make a purchase, the local subsystem 628 can require the web site host to pay the local subsystem 628 a percentage of the revenue gained in exchange for permitting the interactive content to be transmitted to the CPE 248. In this embodiment, if no contractual arrangement has been reached with the web site host, a flag on the database 644 will indicate that the local interactive broadcast server 606 should disable the corresponding interactive content.